

**CELEBRATE**



**MSME**

**DAY 2022**

**EXPLORING GLOBAL MARKET &  
CREDIT LINKAGE FOR MSMEs**

10:30 am  
27th June, 2022



Williamson Magor Hall  
The Bengal Chamber



Physical and  
Digital



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Banking Partner



Industry Partner



# OBJECTIVE

The programme aims to connect MSMEs to Global Market and leveraging Credit Linkages. E-marketing platforms, Banks and Financial Institutions will be participating in the programme providing a platform to MSMEs for exploring opportunities, disseminating information, exchanging dialogues and collaborations with MSMEs.

# BACKGROUND

Currently, MSMEs in the country have a share of around 48% of India's total exports. The Government intends to increase it to 60% by the financial year 2025 in order to make more MSMEs competitive across the world.

To achieve the goal MSMEs need to become a part of global value chains and work in sync with other countries. The biggest learning for the MSME sector from the pandemic is businesses need to be on digital platforms if they want to survive and grow.

The Government has started significant initiatives to take MSMEs of the country to global platforms. National Small Industries Corporation (NSIC) has commenced online marketing services for MSMEs through its MSME Global Mart portal. Private players like L&T SuFin, Tata Neu, India Mart also provide similar services. All these portals provide B2B services.

Accessing credit linkages has been a challenge for the MSMEs. Despite there are plenty of schemes available for providing credit support, still accessing those schemes remains a challenge for them. It is important to make the MSMEs aware of the schemes facilitated by the Government and Banks. Dissemination of information and hand holding for accessing credit linkages are crucial.

# FOCUS AREAS



## E-MARKETING

E-marketing – A platform for being part of global value chain

Exploring newer markets

Reduction in marketing cost

Hand holding and demonstration for leveraging various e-marketing platforms



## CREDIT LINKAGES

Government schemes and accessing them

Bank credit facilities and accessing them

